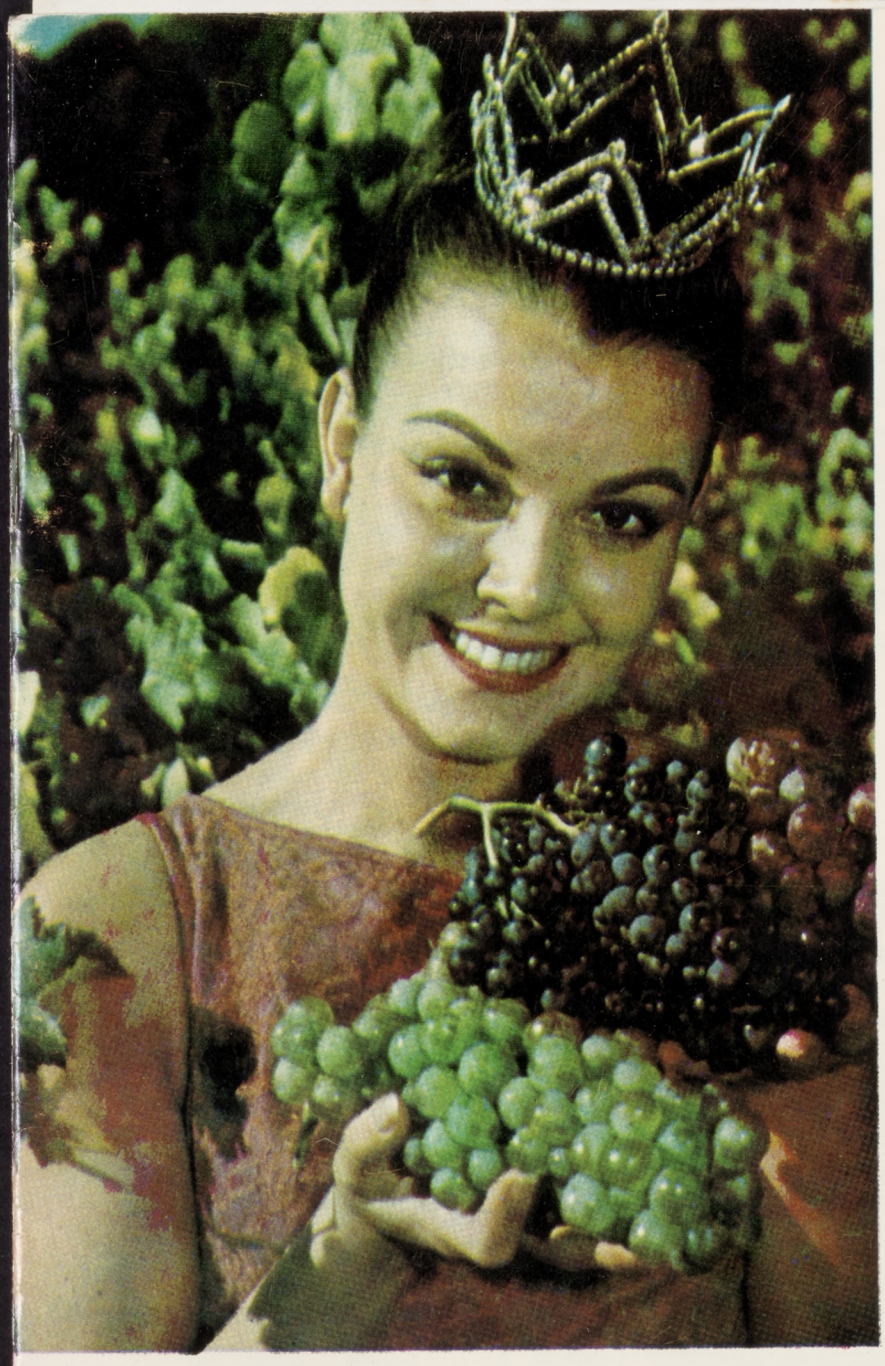
1965



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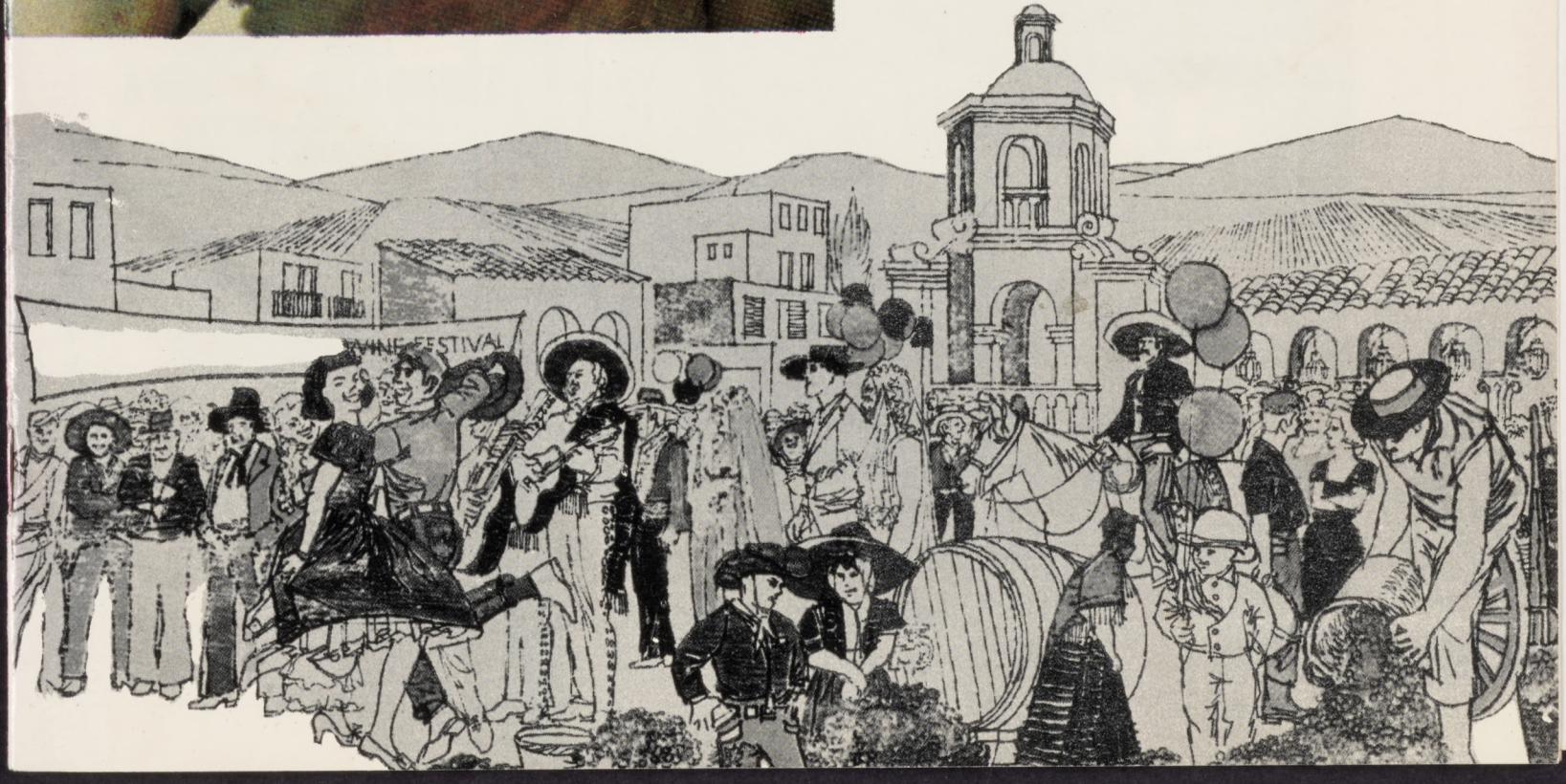

Be Our Guest - - -

A particular welcome awaits Vintage Festival visitors at California's oldest winery, the famed Cellars of Count Agoston Haraszthy. These beautiful stone cellars built into the hillside in 1857 are State Historical Landmark No. 392.

Drive through a section of the historic Buena Vista Vineyards to the hospitality that awaits you at the Haraszthy Cellars. These are the foundation vineyards of the entire modern California wine industry and were first planted in 1832.

Be our guest in the cool tunnel Tasting Room, then listen to quiet music in the foothills of the Valley of the Moon, under California's largest eucalyptus trees.

How to get there: Go east on East Napa Street. Cross railroad tracks, turn left into Old Winery Road. Follow to end, 2½ miles from Sonoma Plaza.

The Haraszthy Cellars

HARASZTHY

Buena Vista Vineyards

IN THE VALLEY OF THE MOON

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September 17, 1965

We would like to take this opportunity to welcome you to the famed "Valley of the Moon". Our Vintage Festival is the end of the grape season, when the vintners of the Valley gather up the bountiful harvest produced by sun, hands and the soil that is known far and wide for its fine grape production.

We hope you enjoy your stay in our Valley, whether during our Festival time or any time during the year. The Directors of the Sonoma Valley Chamber of Commerce extend to you the hospitality of the City of Sonoma and its surrounding areas and hope you will return again soon.

Sincerely,

SONOMA VALLEY CHAMBER OF COMMERCE

Carl E. Holz
President

In The Valley of the Moon

2021.3.48.(c)

VALLEY OF THE MOON VINTAGE FESTIVAL PROGRAM
THURSDAY, FRIDAY, SATURDAY AND SUNDAY – SEPTEMBER 16 - 17 - 18 & 19, 1966
HISTORIC SONOMA PLAZA, SONOMA, CALIFORNIA

TIME	LOCATION	EVENT
	THURSDAY, SEPTEMBER 16TH	
8:30 pm	Sebastiani Theatre	Pageant-Gala Premiere Performance-Champagne
	FRIDAY, SEPTEMBER 17TH	
1-6 pm	Plaza	Set up booths and inspection by Fire Dept.
6 pm on	Plaza	Booths in operation at convenience of operators
8:30 pm	Sebastiani Theatre	Pageant
	GENERAL ACTIVITIES BOTH SATURDAY & SUNDAY	
10 am on	Front of Plaza	Information booth-Hostesses-The Mission Belles
	Plaza	Food 'n fun booths - Gayway (Food) Midway (Games)
	Around Plaza	Store & window displays-exhibits-open house
	Community Center	Flower show-art exhibits-displays-food-country store
	Around Plaza	Food & refreshments - hotels, restaurants, bars
	On Plaza	Entertainment - Indian dancers, scouting skills, Mission Belles (Greet - Treat & Sell Programs) Strolling Troubadours, bands, music
	Tour the Area	Historical - ride the trolley train - save your feet - The Mission, Vallejo's Home, Old Adobes, Wineries, Jack London Park
	574-1st St. East	Hospitality House Lounge - Sonoma
	Just off Plaza	Valley Women's Club Art Exhibit, sandwiches, coffee - sit and relax
	457-1st St. West	Wine Tasting (Taxpayer's Assoc.) $1.00 contribution
	SATURDAY, SEPTEMBER 18TH	
10 am	Bear Flag Monument	Opening ceremonies
11 am	Front of Mission	Blessing of the Grapes – Father Quentin Sullivan
12 pm on	Community Center	Ham Dinner $1.50 and $1.00
12-3 pm	Plaza	Strolling Troubadours
1 pm	Community Center & Around Plaza	Kiddies Parade
3:30 pm	1215 Sobra Vista (Off Arnold Drive)	Aquacade
4 pm	Plaza	Chimes Choral Group (Griewe)
8:30 pm	Sebastiani Theatre	Pageant $1.50 and 75¢ (under 12)
	SUNDAY, SEPTEMBER 19TH	
12 pm on	Community Center	Chicken Barbecue $1.50 (Adobe Grange)
12-3 pm	Plaza	Strolling Troubadours
1-5 pm	Plaza	Folk dancing
1:30 pm	Front of Plaza	Twinning Ceremony
1:30 pm	Plaza	Accordion Band (Greco-Napa)
2 pm	Plaza	Sweet Adeline & Barbershop Quartet (Napa-Sonoma)
3:30 pm	1215 Sobra Vista (Off Arnold Drive)	Aquacade
7:30 pm	Vets Memorial	Folk dancing (Public Welcome)

Stroll around, enjoy yourself, relive our historic yesteryears, enjoy the delectable foods in our surrounding excellent restaurants. On Sunday visit and worship in the church of your choice.

Information available at
SONOMA VALLEY CHAMBER OF COMMERCE
Festival Headquarters, 461 First St. West

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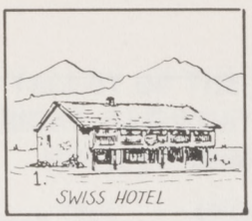
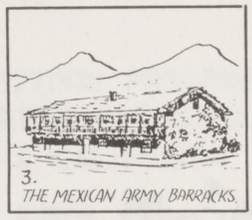
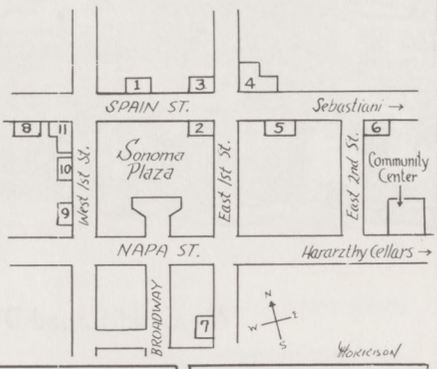
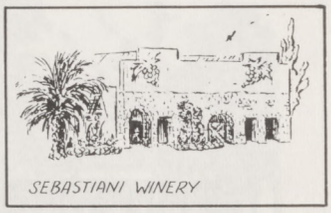


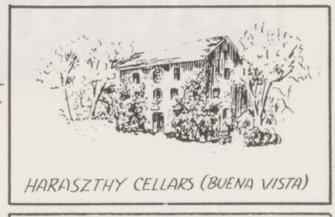


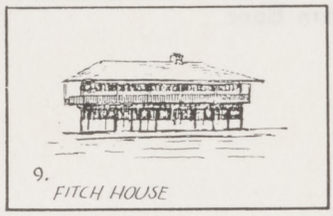
SONOMA'S HISTORIC LANDMARKS

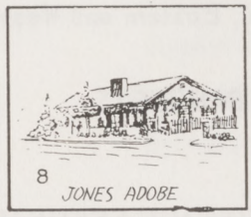
The historic buildings in the Sonoma Plaza area rank among the country's most interesting, and best preserved. Here was built the last of California's Missions. Here was the home of General Mariano G. Vallejo, Mexico's forward-looking Military Commandant. Here were planted America's first vintage grapes; and here the old-world are of fine winemaking was introduced.

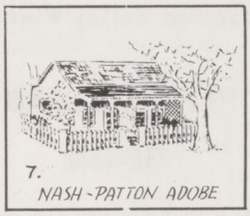


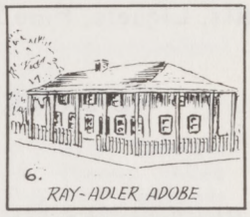












These are only a few of the most important historic sites in the Valley of the Moon. There are many other landmarks, resorts and recreation centers you'll surely want to visit. Many of these are located in the charming communities of Boyes Springs, Glen Ellen, El Verano, and Kenwood. If you don't get to see them all on this trip, there'll be a hearty welcome awaiting you on your return.

We hope you'll drop in soon at the Jack London Historical State Park in Glen Ellen. Here you may visit a museum filled with memorabilia related to the famed author. You may also inspect the ruins of the Wolf House.

Other must-see attractions in the valley are the Boyes Hot Springs health resorts, the Hanna Center for Boys, and the Sonoma Golf and Country Club.

It's worth the drive when you arrive at . . . .

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Redwood Empire —
FUN WINE TOUR IN THE WEST

By STUART NIXON
Publicity Director, Redwood Empire Association

If you can't tell a pinot from a peanut, or a traminer from a trauma — or even if you don't care — a motor trek into the wine country north of San Francisco will be fun this summer.

That's where the Redwood Empire's famous vineyards push forth tiny bunchlets that by fall will be heavy with choice grapes, promise of a vintage which Omar Khayyam's wine merchant sold to buy something less precious.

New vintages will be ready for sampling in the chill stone cellars around Sonoma, St. Helena and Asti. Old-country cellar-masters will be watching the samplers' expressions to see if the Chardonnay '63 is the equal of the '59, the Cabernet Sauvignon up to its illustrious predecessors.

For a century or more, wine-tasting has been a gracious tradition in the gentle valleys. In his "Silverado Squatters," written on his honeymoon in 1880, Robert Louis Stevenson recorded many such happy occasions on the St. Helena mountainsides. On one, his host was the jolly and expansive Jacob Schram, whose Golden Schramsberger and hock so beguiled the author that entire afternoons melted into Bacchic forgetfulness.

Such euphoric pilgrimages are well within the scope of casual motorists. In fact, they are positively easy. Start with San Francisco, a romance all her own, gourmet and shopping center, one of America's three great "story" cities, O. Henry called her. Sample her cosmopolitan delights awhile, then take the winery loop, starting at Sonoma, less than a half-hour's ride north. Turning east at Ignacio on Highway 37, and keeping a lookout for the Sonoma turnoff a few miles along the way, another dozen miles brings you to this charming Spanish town, drowsing beside its historic Plaza.

It was here in 1846 that rebel Yankees raised the Bear Flag and declared California's independence from Mexico. They then proceeded to capture the Mexican commandant, General Mariano G. Vallejo. But that general, hospitable as all his race, in turn conquered his captors with a few glasses of local brandy.

In Sonoma, there's a red-tiled Mission to visit (circa 1823, rebuilt); and several good dining places around the square. Out to the west is General Vallejo's gracious home, preserved as a museum. Right in town is the tour's first oasis, Samuele Sebastiani Winery (open daily until 5 p.m.); and to the east, over a winding road, California's first winery, Buena Vista. It too has tasting rooms where visitors are welcome, a picnic ground, and some handsome carved oak casks in its cool cellar. Buena Vista even has a ghost, a Chinese caretaker who was imprisoned when the 1906 earthquake sealed him off in a vault containing 30,000 bottles of champagne. His ghost reportedly hiccups when the acoustics are right.

Though there's more to see and savor in Sonoma, the wine-tour leads eastward to the Napa Valley, less than 20 miles away over a good highway. Major concentration of wineries in this blessed valley is around Rutherford, St. Helena and Calistoga. Beaulieu and Inglenook are at the first-named; the first is open daily until 5, and Inglenook only on weekdays. These are quality

What's My Wine

Leon D. Adams

By Leon D. Adams

EDITOR'S NOTE: *Leon D. Adams of Sausalito is author of the best-selling "Commonsense Book of Wine" and of the just-published "Commonsense Book of Drinking." For more than 30 years, as newspaperman, traveler, researcher, vintners' association executive, wine judge, and connoisseur, he has studied the world's great vintages. His writings on wine, including the famous Wine Study Course, are said to be the most widely read in the English language.*

A perennial subject of debate among connoisseurs of California wines is this question: which valley—Sonoma or Napa—produces finer wines?

Until now I have remained neutral and have occasionally been accused of hedging. Once a friend, who had queried me on this, compared me to the fence-straddling politician who, asked to state his position on an issue, replied: "I have friends on both sides of this question. My policy, sir, is to stand firmly always with my friends."

Quality in wines depends first, of course, on grapes. And provided the selection of varieties for planting in a given viticultural district has been wise, grape quality depends mainly on the district's climate.

The University of California's Department of Viticulture and Enology classifies the state's grape-growing districts into five regions according to hours of sunshine recorded per season in each, with a complex formula which I shan't attempt to translate, but which is based on thousands of "degree-days above 50 degrees Fahrenheit."

Guerneville, Santa Rosa, and Sonoma are the places in Sonoma County listed by the University in Region I. In Napa County, Napa and Oakville appear in Region I classification. Glen Ellen gets a Region II listing; Napa County's Region II locations are Rutherford, St. Helena, and Spring Mountain. Region III includes Alexander Valley, Asti, and Cloverdale in Sonoma County, and Calistoga in Napa County. (These are in the same company with Livermore Valley.)

Are these regional classifications an index to wine quality? Yes and no; it depends on the grape variety. For example, the best California Ports I have ever tasted were grown in Davis and Madera, the latter classified in District V. But if we arbitrarily limit the quality comparisons to, say, White Riesling, Cabernet Sauvignon, and Zinfandel, Region I should be capable of producing finer quality, by and large, than Region II.

More than a century ago Count Agoston Haraszthy, after surveying the entire State and experimenting elsewhere, selected the hillsides above the town of Sonoma for his Buena Vista Vineyard. Here he planted Europe's finest grade varieties, which he had brought from the Old World's vineyards, and from here he distributed cuttings throughout California.

In 1889 Frona Eunice Wait Colburn, writing her **Wines and Vines of California,** entitled one chapter "Napa, the Banner Wine-Making County." However, in her following chapter, entitled "Old Sonoma," she commented: "Sonoma produces wines lighter in the

(*Continued on page 25*)

What is a "Wine-Thief?"

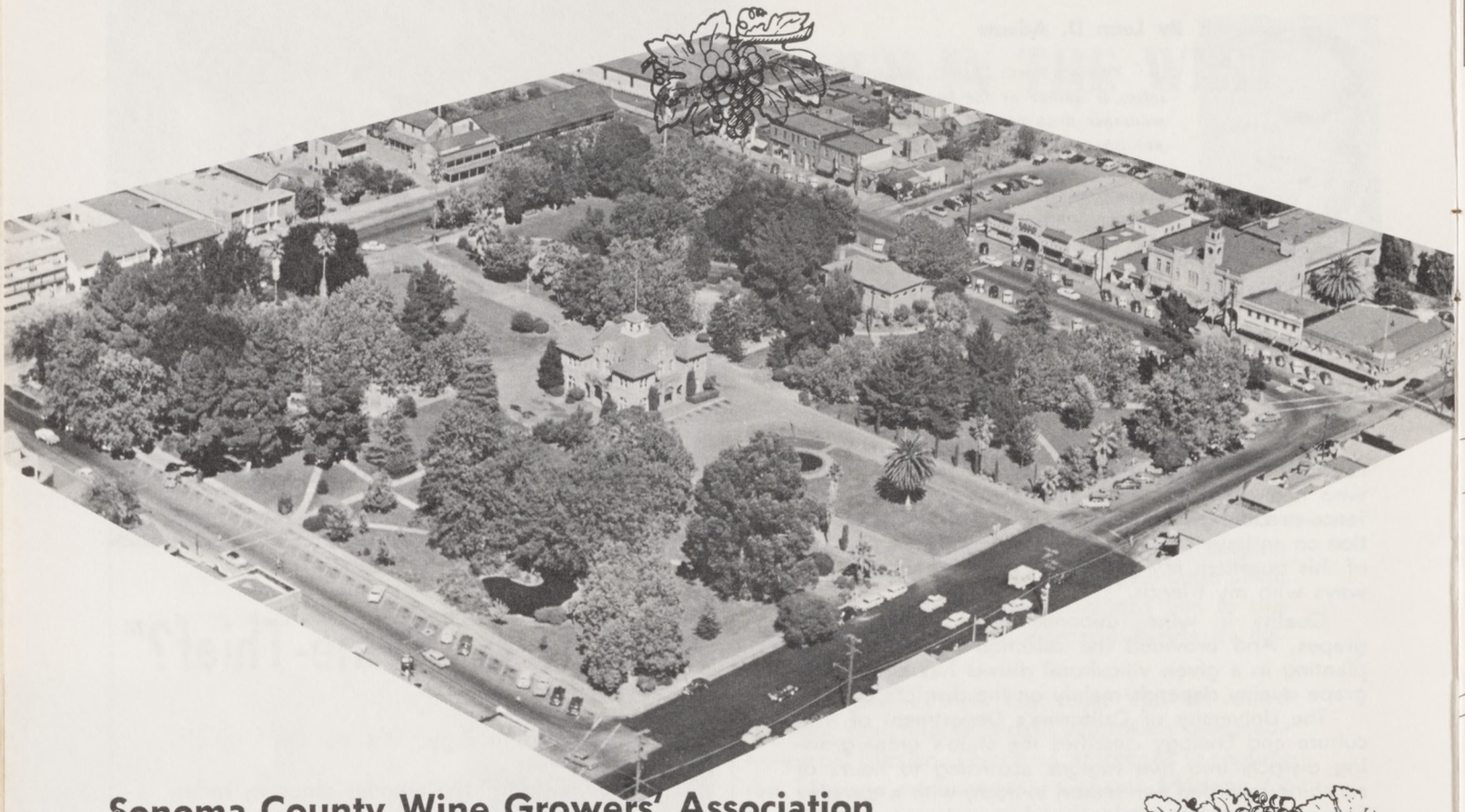
In wine terminology, it's no thief at all ... but instead, the slender glass cylinder which the cellarmaster, (in this case, Brother Timothy) uses to draw samples from a cask of aging wine.

If, upon tasting the wine, Brother Timothy finds it has not reached the peak of perfection that he requires in all products of The Christian Brothers -- back goes the cork. And then the aging continues for another week . . . or month . . . or even for years in these rare old oak casks.

The Christian Brothers

Napa St. Helena Reedley

SALUD, LA FIESTA DE VENDIMIA!



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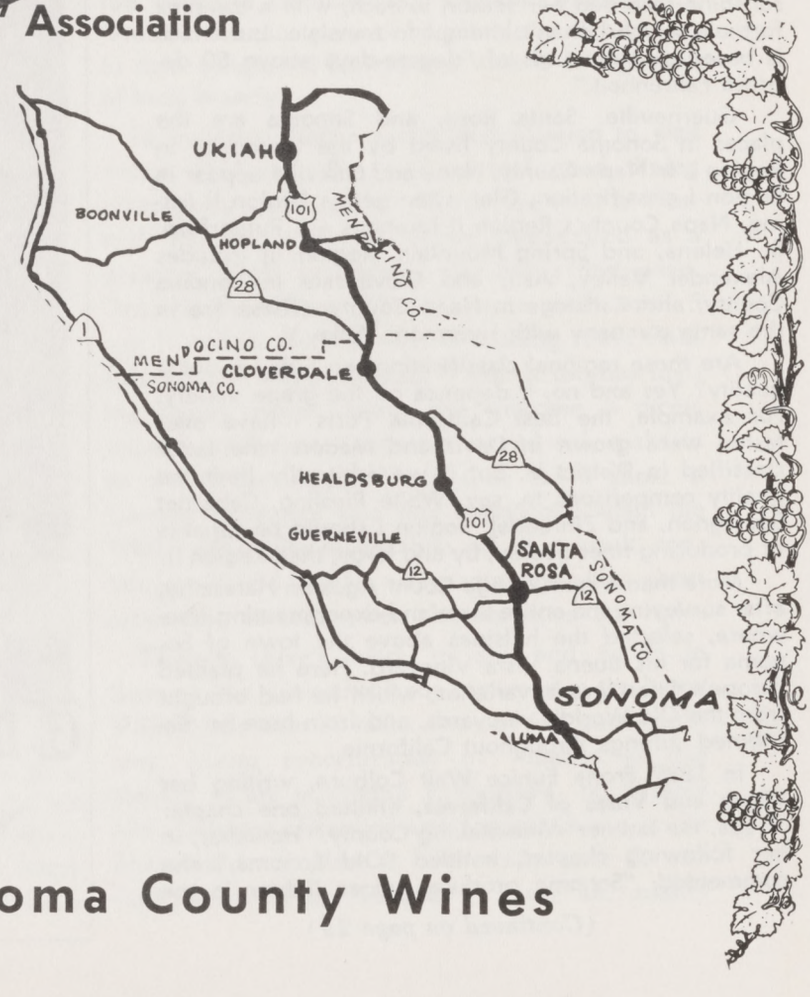
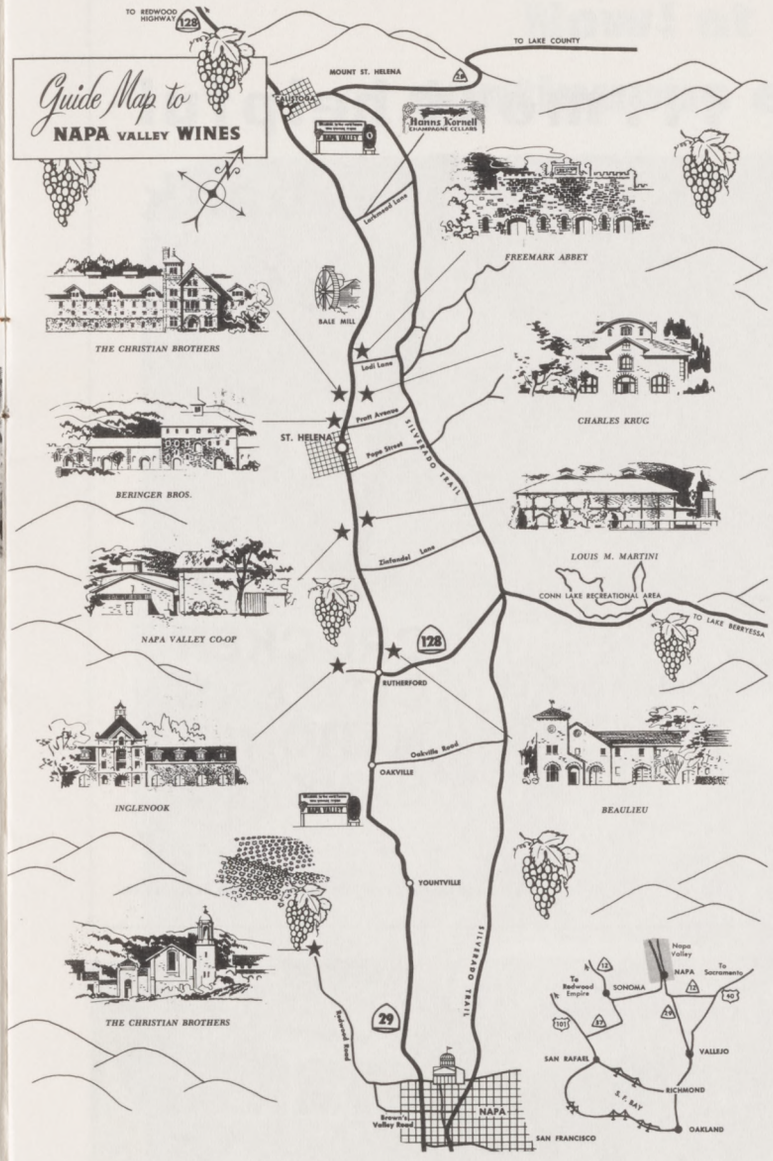


You Are Welcome to Visit Our Wineries

Enjoy Sonoma County Wines



Housewives Clamor For Winemakers' Recipes

With more than 135,000 sold in 19 months, a sixth printing has been ordered of 30,000 copies of the best-selling bookbook, **Favorite Recipes of California Winemakers,** Wine Advisory Board Manager Dan C. Turrentine announced.

More than 500 recipes and cooking tips by wine industry personalities are included in the spiral-bound, stand-up cookbook. Compiled and published by the Wine Advisory Board with the assistance of Wine Institute's Home Advisory Service, it sells for $2.00. There is a quantity discount on orders of 10 or more.

The book is available from California wineries, retail wine outlets and bookstores across the United States, as well as from the Board at "Cookbook," P. O. Box 2141, San Francisco, Calif. 94126.

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OAKMONT, you see, is the UNretiring community for people on the relaxed side of 45. This fabled, favored realm, in the enchanting Valley of the Moon, provides endless pleasures and pastimes for you to share with charming friends. The focal point is the exciting new recreation center offering a 500-seat auditorium, and a fine library, even sauna baths! Or, if you just want to laze in the sun, and admire a tree, well, that's wonderful, too. Too good to be true? Not at all. Come up and ask any OAKMONT resident!

OAKMONT

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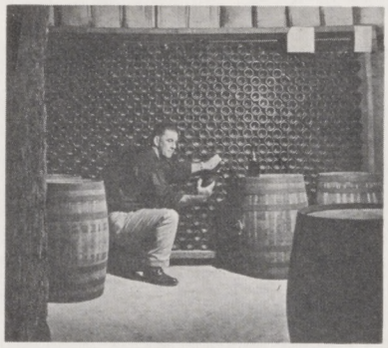
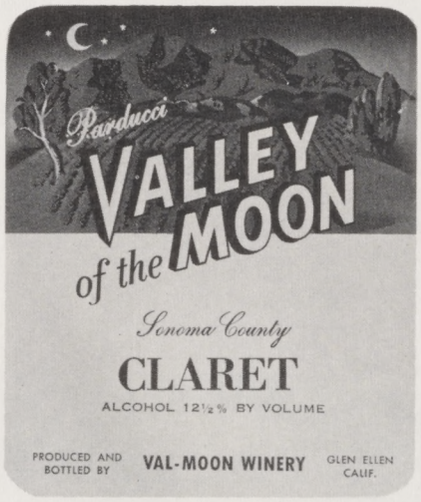


Fine Wines...



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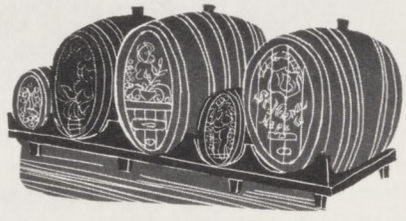

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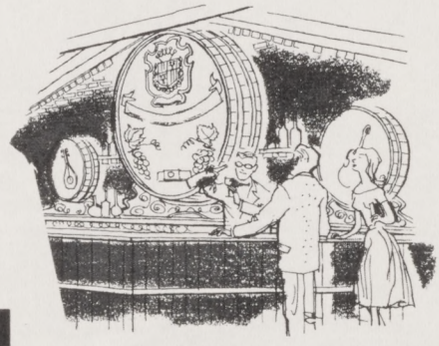
California registered Historical Landmark #739. Here in 1825 the Mission Fathers planted the first vineyard in northern California which was later acquired by Samuele Sebastiani and his wife Elvira. He and his family have successfully continued with distinction the traditions handed down through the years. The choice wines produced here are the result of select plantings, ideal climate, soil and experience.



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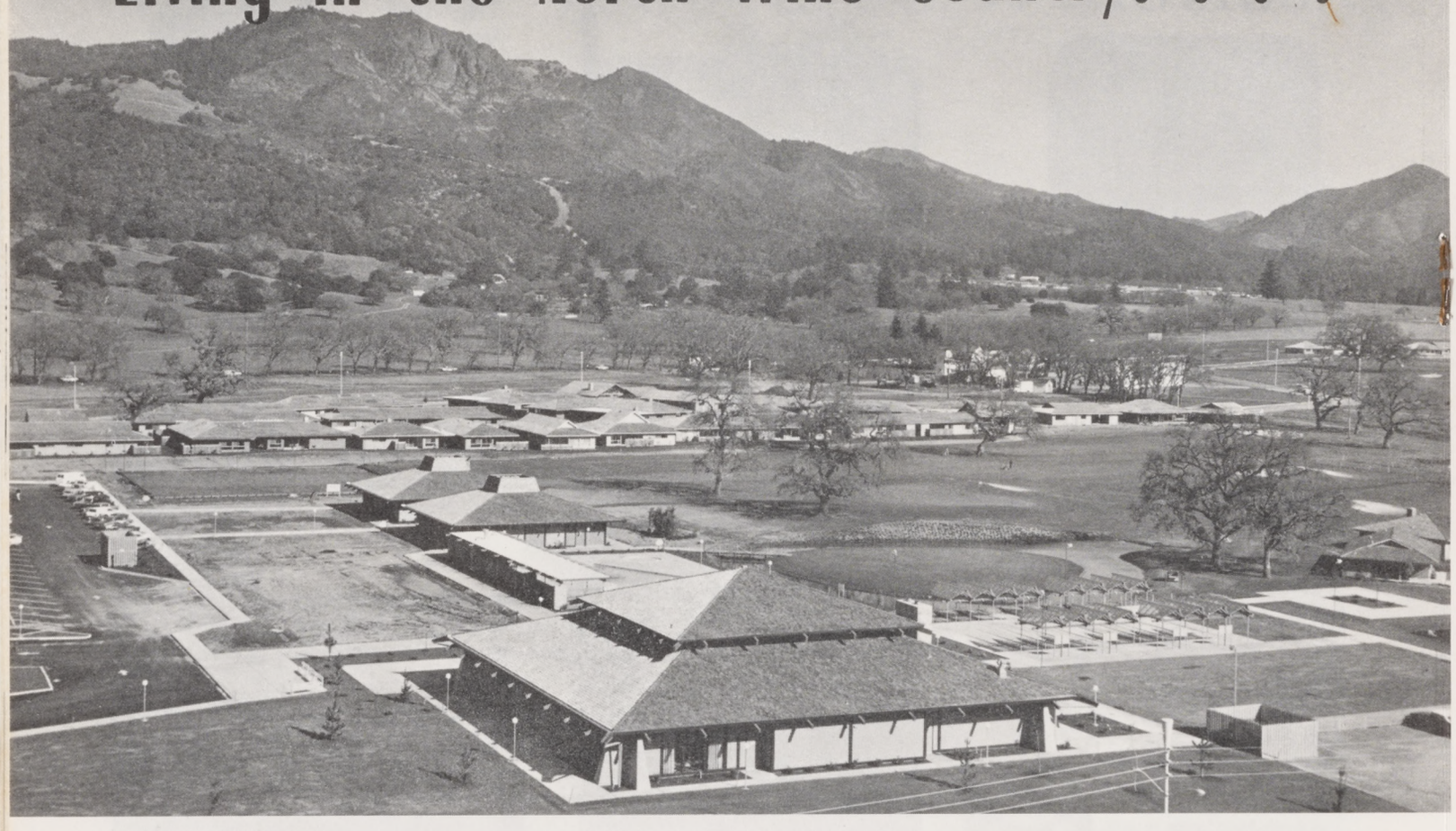
RUTHERFORD, NAPA COUNTY,

Living in the North Wine Country. . . .



OAKMONT the active adult community in Santa Rosa in the Valley of the Moon

California's Valley of the Moon serves as Oakmont's backdrop. This intimate valley is located above the ocean fog and is surrounded by towering wooded hills abundant with wild life. The entire area is one of unparalleled beauty and interest. While maintaining a relaxed rural atmosphere, Oakmont is part of the city of Santa Rosa and enjoys all city services.

Oakmont is an adult community. For active adults. You'll find plenty to keep you busy in just the countryside itself. You can hunt, fish or ride horses through the wooded hills. And there are wonderful trails for exploring the valley—or for just a lazy walk through the woods. You will find that Oakmont offers an abundancy of community recreational activities: a beautiful 18-hole golf course, olympic size swimming pool, crafts workshop, shuffleboard courts, bowling green, sauna baths, auditorium for parties and plays. All of these are right in your own backyard at Oakmont.

Sonoma, Napa Counties

Circle Oaks

Frank Lloyd Wright Concepts Come to "North Wine Country"

Above: Just one of the numerous houses that dot UNITS One and Two. Choose your own architect and contractor; plan approval by homeowners' Committee.

SEE DIAMOND "A" RANCH ESTATES STORY PAGE 22

DETACHED CIRCULAR LOTS completely surrounded by wilderness privacy — an idea first thought of years ago by Frank Lloyd Wright — are now a dream come true for developers of the first projected unit of 331 homes at Circle Oaks near Lake Berryessa in Napa County.

The first overt example of how to build on such lots is a semi-ovular house erected at the site (see cut). Another completed house is of the lofty A-frame type.

The $35 million project is planned to ultimately cover over 3,000 acres and to include a dam and lake, shopping center, roads, sanitary system, sirstrip (now being built) and other facilities.

All homes will be constructed by their owners on circular lots, with intervening green areas left in their natural state under common ownership. Each lot is 115 feet in diameter, or 10,000 square feet and all of them are set at random distances from the street and each other.

The project idea is obviously one ingenious way of preventing "little boxes" from being crammed into ticky-tacky lots in row-on-row fashion. The built-in 'breathing space" looping in and around the natural setting also tends to promote a little rusticity in these decidedly rural environs. But why hasn't this been done before?

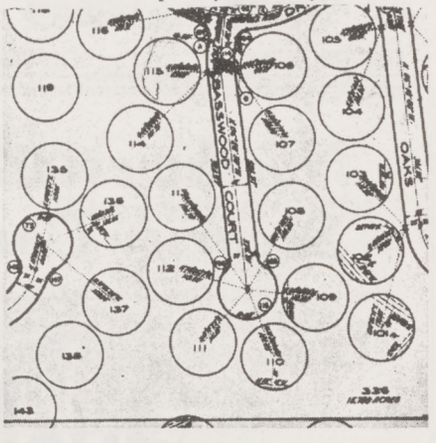
As the story goes, Wright, the great architect, originally conceived just such an idea for one of his Massachusetts projects, but it was discarded mostly because of high engineering costs and the economic need to build more houses per acre than the plan would allow.

The Circle Oaks developers appear to have licked these problems by having reasonably economical land to build upon and by obtaining the creative services of the engineering firm of William Raupp and Cliff Morgan. The latter licked the problem, after some initial headaches, by using the latest electronic computers to accurately survey out the contours and the earthwork.

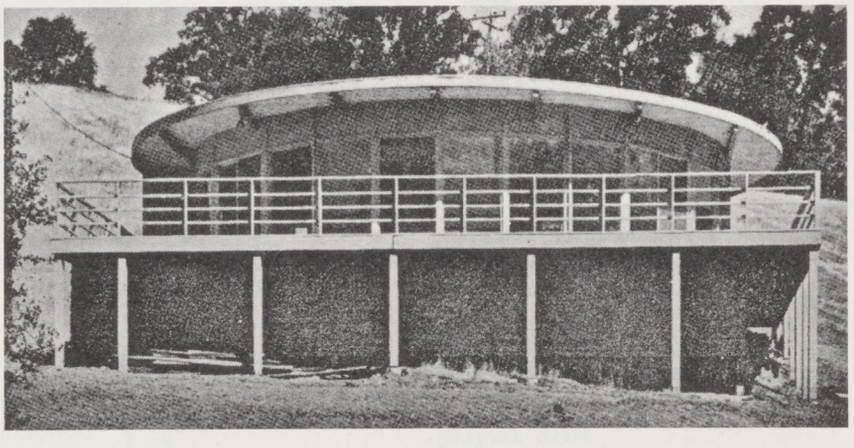
The computer saved at least six months engineering time and also the time usually spent in county offices having plans checked.

It is a maxim of engineering that 1 hour is needed per lot, thus one man could engineer 8 lots per day; but with this computer, it was possible to do 60 lots per day — and more accurately.

— Reprint from California Builder



FINAL map of Circle Oaks shows portion of circular lots arrangement in Unit No. 1 of development.



SEMI-CIRCULAR house adapted to circular lot plan is now feature attraction at Lake Berryessa project in Napa County.

THE SEA RANCH

second-home colony

There is an unfamiliar bustle of activity along a peaceful stretch of the northern Sonoma coast, once inhabited chiefly by grazing sheep.

The Sea Ranch, an extraordinary new community of country homes, has come to life.

Oceanic Properties, Inc., the developers of the Sea Ranch, have employed a bold plan to preserve the primitive beauty and rugged character of this incomparable coast. They have engaged a distinguished group of consultants to carry it out.

The master development plan leaves large portions of the hillsides, meadows and the entire shoreline open. They will remain open and protected for the enjoyment of all Sea Ranch residents.

The Sea Ranch is only a 2½-hour drive from San Francisco. You reach it by taking U. S. 101 north to Petaluma, then driving west through the lovely Sonoma hills to Bodega Bay, and north on Highway 1 along the coast. Look for the entry markers with the Sea Ranch symbol just beyond Stewart's Point, about 17 miles north of Fort Ross.
hill meadows, take sea walks and picnic along the shore.

The choice of homesites is remarkably varied. You can live in a forest of pine and redwood or out on an ocean meadow. You can have a cliffside view of the Pacific or a 50-mile panorama from the ridge plateau. Lots are one-half acre up.

LIVING IN THE NORTH WINE COUNTRY

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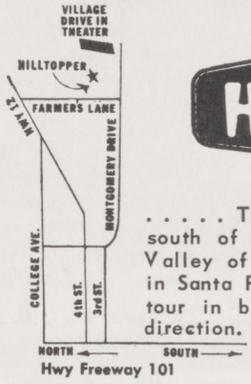

THE HILLTOPPER

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Americans Are Drinking More Wine

The average American drinks nearly twice as much wine as he did a generation ago — drinks more at restaurants and with his meals at home, and probably will continue to drink even more in the future.

HOWEVER, according to a report by the economics research department of the Bank of America, the United States is still far from being a heavy wine-drinking country in spite of increasing consumption. The average American's .933 gallon of wine a year is well above his intake of .56 in the late 1930s, but still far below the average Frenchman's 35 gallons, the Italian's 31 gallons, or even the German's 3.5 gallons.

At present, sweet dessert wines outsell table wines in the United States two to one. But this habit, too appears to be changing as more Americans learn to drink wine with their meals. Within the next five to eight years, according to the bank report, table wines are expected to outsell dessert wines.

It is apparent that this country is becoming more wine conscious. A single piece of evidence is a recent trend to serve champagne at "open house" celebrations instead of spirits. Consumers have been made aware of the high quality products turned out by many American vineyards. In addition, the large increase in foreign travel since World War II has introduced many Americans to the habit of drinking wine at mealtimes who never thought to do so before.

THE LEADING wine-drinking state is California, where the bulk of American wine is produced. Californians average 2.12 gallons a year consumption, and theirs is the only state where table wines hold an edge in popularity over dessert wines.

Foreign wines account for only slightly more than 8 per cent of the total apparent consumption, with California wines amounting to 76.2 per cent and the remaining states slightly over 15 per cent.

Consumption of brandy in the United States has more than doubled in the past 10 years, the Bank of America report states. California produces almost two bottles of three consumed, other states one out of 10 and foreign countries about one out of four. American brandy producers are concerned, according to the bank report, by the current low duty of $1 per proof gallon on imported brandy. This rate, they claim, enables foreign producers to bring in a relatively large quantity of lower-quality brandies.

Napa, Sonoma Wineries to be Reactivated

TWO wineries, onw in Sonoma and one in Napa Valley, have been separately purchas- and will be reactivated. The two:

- Schramsberg Vineyards in the Napa Valley, inactive since 1960.
- Hanzell Winery in Sonoma, closed down in 1963.

Schramsberg, purchased by Jack L. Davies, a vice president of Ducommun, Incorporated, will undergo a complete revitalization, according to the new owner. The present vineyards will be pulled out and certified rootings planted. The winery will be cleaned up and modernized, with new equipment scheduled to be purchased.

While there is practically no chance that the winery will be crushing this year, Davies expects it to be in full operation by the 1966 vintage. For the current year, the new owner plans either to purchase selected grapes to be crushed for him under contract by some other Napa Valley winery, or to purchase selected wines, the goal being to embark on the production of Champagne at the earliest possible time.

The 158 acre property will be planted mainly to Pinot Noir and Chardonnay. Production of Champagne will be emphasized, but some attention will be given to making a type of Rhine wine.

Schramsberg was founded in 1862. Its last previous owner was Mrs. Louis Cebrian, who closed down the operation three years ago.

The change of ownership of the Hanzell Winery, sometimes called the "laboratory winery," brings back into production a small (4000 gals.) winery built in 1949 by the late U.S. Ambassador J. D. Zellerbach and closed down with his death two years ago. It has been rated as one of the most modern small wineries in the world.

The new owner, Douglas N. Day, is a member of the board of Lucky Stores, Inc. His purchase includes not only the winery and the 15 acres of vineyards (planted to Pinot Noir and Chardonnay), but also the former Zellerbach home and considerable hillside acreage.

The 1965 crop from the vineyard (approximately 10 acres of Pinot Noir and five acres of Chardonnay) will be crushed, with Bradford Webb, who was winemaker for Zellerbach, acting as wine production consultant.

The entire Zellerbach inventory had been sold out, along with its oak casks, but new casks are on order and are expected to be in place in time to receive the new wine from the stainless steel fermenters.

Only Pinot Noir and Pinot Chardonnay wines will be produced. Only the grapes from the winery's own vineyard will be used, and expansion of the present acreage is being considered.

The Day family, residents of Carmichael (Sacramento County) were scheduled to move into the former Zellerbach residence in Sonoma before the close of August.

— Reprint from Wines & Vines

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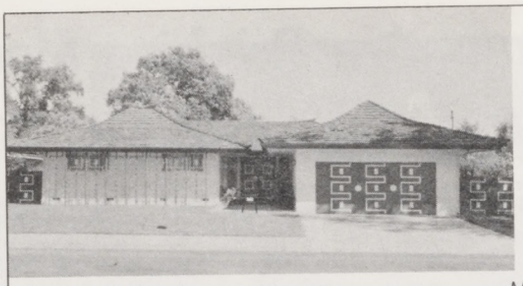

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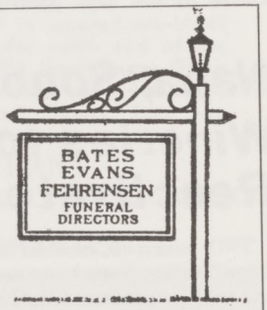

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Diamond "A" Estates

Land Parcels for Nature Lovers

Just to the east of the Valley of the Moon in the foothills of the Sonoma Mountains nature has fashioned a semi-circular bowl encompassing 1100 acres of green, rolling hills heavily wooded with bay trees and live oaks.

This is historic land, once belonging to the Poma Indians and was once part of the huge holdings of General Vallejo.

Since then it has come down to the present, intact, through only four owners. Last rancher to employ it as a working spread was Berrien Anderson of the California Bank who ran cattle and horses on the land for twenty years. Rich in natural springs and creeks, the property supports both a natural fish pond and a sixty foot waterfall. Because of the water abundance, the wooded hillsides and the thick grassy turf, the ranch still sports a sizeable deer herd and some upland birds.

Diamond "A" Ranch Estates has divided the property into parcels of 1½ to 2½ acres per plot for ranch living—each with stables for at least two horses.

The central ranch location, now being considered as a recreation facility for future homeowners on the property, contains a main ranch house, guest rooms, stables with eight box stalls, corral, saddling area and tack-room, foreman's and trainer's cottage, 4-car port, milking barn, implement house, swimming pool and large barbeque.

The first two parcels have been sold containing 56 lots on which 18 homes have been completed to date. Since the opening of Unit 3 in late March, 34 of the 56 lots in that unit have been sold. It lies across the road to the south from the main ranch buildings and is comprised of open meadow and woods on a gently sloping knoll.

Water to the subdivision will be supplied by the Diamond "A" Mutual Water Company, fire control and prevention will be handled by the Valley of the Moon Fire Protection District, electricity and telephone service will be supplied by Pacific Gas and Electric and Pacific Telephone and Telegraph, whose facilities are nearby.

The County of Sonoma has accepted the responsibility of road usage and maintenance in the area. Bus service is available to all schools and general shopping facilities are within 5 miles.

From San Francisco the best route to Diamond "A" Ranch Estates is across the Golden Gate bridge, through the City of Sonoma and up Grove Street to the property. From Sonoma the route is plainly marked. It is about 50 minutes driving time.

Sonoma County Agriculture

by
PERCY F. WRIGHT
Sonoma County
Agricultural Commissioner

Sonoma County is the leading agricultural county in the Redwood Empire. The gross value of agricultural production is more than the grand total of all of the other counties in the North Coast District, and approximates $75,000,000 annually. The last agricultural census indicated Sonoma County ranked number thirty in agricultural value out of the 3050 counties in the United States which places it in the top one percent.

Sonoma County ranks third in the State of Californiia in deciduous fruit crop acreage being exceeded only by Santa Clara and Stanislaus Counties. The county ranks first in the acreage of apples in California and is the leading producer of Gravenstein apples in the United States. The county ranks second to Santa Clara County in the acreage of prunes and is the second leading producer of prunes in the United States.

The county ranks third in the acreage of wine grapes and is tied for first with Santa Clara County having 30 bonded wineries and is third in the production of table wines in the United States. The county ranks third in the acreage of cherries and eighth in the acreage of pears in California.

The annual value of the wine industry amounts to nearly $12,000,000. The county produces annually over 25,000 tons of grapes. In addition, thousands of tons of grapes are shipped into the county each year for processing into wine.

Napa Wine Library Tasting

A tasting of Napa Valley Pinot Noirs, sponsored by the Napa Valley Wine Library Association, recently brought more than 300 library members and friends together in St. Helena to enjoy the wines of Beaulieu, Charles Krug, Louis M. Martini, Beringer Bros., The Christian Brothers, Inglenook and Heitz Wine Cellar.

The Wine Library, started more than two years ago, consists of a special section of the St. Helena Public Library and includes approximately 250 volumes, exclusive of periodicals and technical pamphlets. Most of these books were donations from interested individuals and firms.

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**Look for the "N" in the middle*

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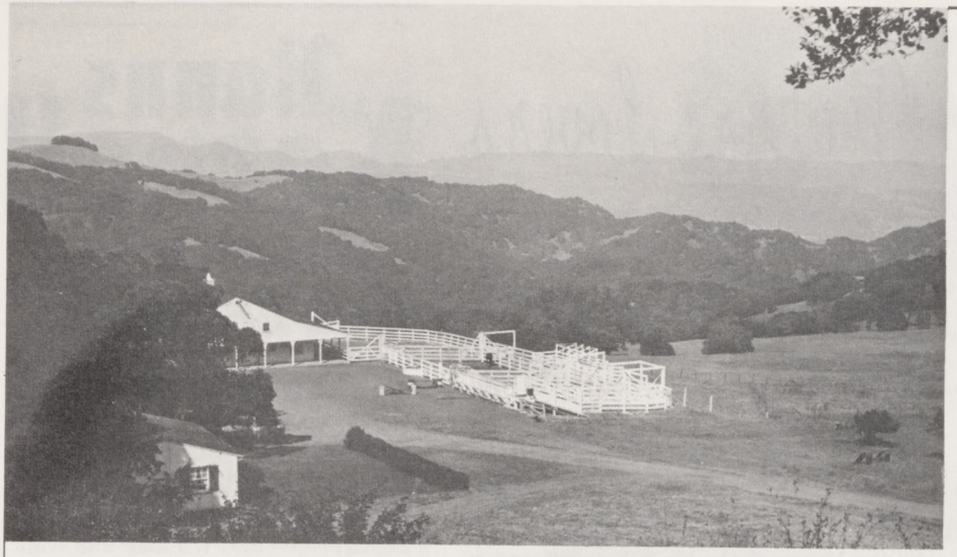


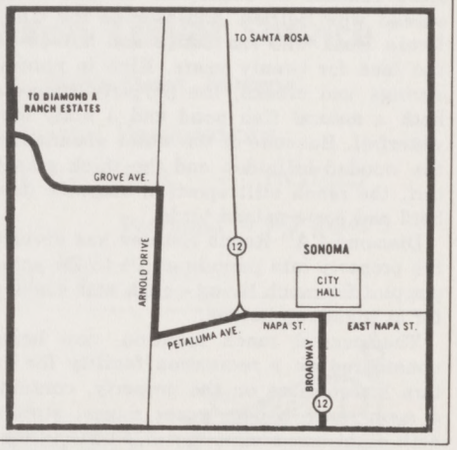
DIAMOND A RANCH ESTATES

DIAMOND A RANCH ESTATES offers much more than quality home sites to people of taste. It is one of Sonoma's great treasures.

Pass through an upland meadow deep in summer or stand high above the tranquil Sonoma Valley looking out to the Bay, and you will sense it too.

This is the abundant country -- of trees and space, wild birds and waterfall, good homes and good neighbors. Whether or not you are interested in buying land, you are welcome to visit, to make the discovery for yourself.

Natural, unspoiled, it is all here for you to enjoy now; and it is our endeavor to conserve that rare quality of beauty in years to come. You might say, at DIAMOND A RANCH, we are trustees of the future.



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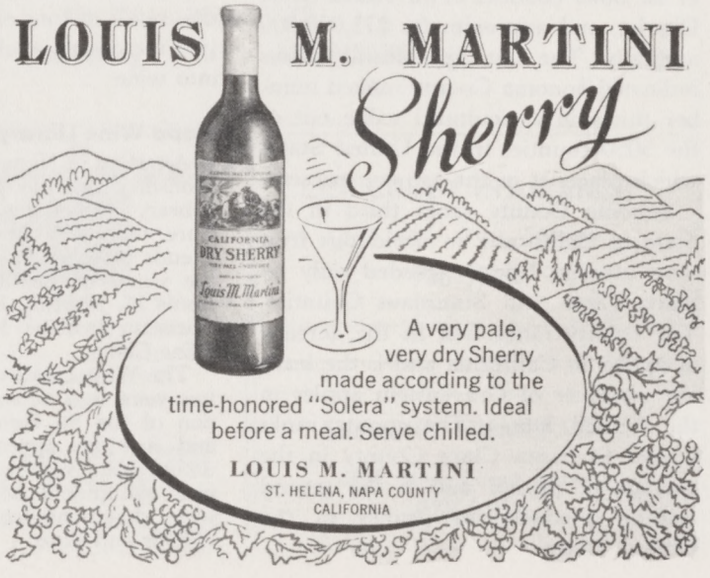

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WINE LAND

(*Continued from page 9*)

percentage of alcohol than Napa, consequently they have more bouquet."

The views of Haraszthy and Mrs. Colburn were based on climate, but even the most favorable climate for given grape varieties is no guarantee of wine quality. Such considerations as the varieties **actually** planted, the care they are given, and the experience, ability, ideals, and financial capacity of the viticulturists and winemakers must enter. They always do!

From the 1880's and 1890's until national prohibition the Sonoma Valley had many more vineyards and wineries than since repeal. Such early Sonoma winegrowers as Gundlach & Bundschu, Attila Haraszthy, Julius Dresel, Henry Winkle, the Kohlers, Joshua Chauvet, Captain J. H. Drummond, Kate Warfield, Senator George Hearst, and former Congressman J. K. Luttrell —to name a few—produced vintages that gained international recognition.

But now, while the Napa Valley is again a veritable sea of grapevines, the Valley of the Moon, which saw many of its early great vineyards uprooted during prohibition, is only beginning to revive them. Buena Vista, restored to activity by Frank and Antonia Bartholomew; the Sebastiani Winery, now devoted mainly to producing wines from the premium grape varieties,

The **number** of wineries, and the **number** of individual wines grown in a district, have much to do with the number of individual superlative vintages produced there. This is why France and Germany enjoy their reputations for great quality—among their thousands of wines—which in weighted-average quality cannot compare to the wines of California—these European countries have a greater numerical chance to produce a number of individual great wines.

Often during the past twenty or so years I have asked such authorities as the late Almond R. Morrow and Professors Albert Winkler, Maynard Amerine, and Harold Olmo, for their opinions on the Sonoma versus Napa question. Mr. Morrow tended to favor Sonoma; the others always gave more qualified replies.

I think a strong witness for Sonoma Valley, if he could be pinned down publicly, would be Louis Martini the elder, who, while straddling the issue physically by planting his own vineyards on **both** sides of the Mayacamas range, has hinted to me more than once that he has the highest regard for the grapes on his Monte Rosso Vineyard, high above Agua Caliente, near Sonoma.

As for my own opinion, I have two views.

The superlative individual wines I have tested over a period of years from both the Sonoma and Napa Valleys have been, in my judgment, approximately equal in quality.

But in climatic advantages, which means the **capability** of these two valleys to grow great White Rieslings, Cabernet Sauvignons, and Zinfandels in the future, I must conclude that the Valley of the Moon has a potential edge. Still hedging? Perhaps. But for a good reason. They are both mighty good!

"Wine — constant proof that God loves us and loves to see us happy. . . ."

— Benjamin Franklin

TOUR

(*Continued from page 8*)

vineyards, and their reds and whites are justly famed, and in short supply.

Near St. Helena are nine wineries welcoming sippers. Perhaps the most famous are Beringer Brothers, with deep limestone cellars to tour and the baroque headquarters, Rhine House; Louis Martini, ancient Charles Krug, and Christian Brothers. Most are open daily until 4:30 or 5 p.m. More than a quarter-million visitors troop through these great stone landmarks every year, and their tasting makes not a dent in the flow of vinous cheer. Such is the demand in recent years that Krug, for example, has installed a railroad dining-car at its spur track, and this mobile cellarage graciously augments the earthbound tasting-chambers.

Between St. Helena and Calistoga is the Old Bale Mill, a picturesque grist wheel 40 feet high erected in 1846 by a pioneer physician, Dr. George Bale. It is a favored photo subject.

Calistoga has an interesting history of its own: it was founded in the 1850,'s by colorful Sam Brannan, California's first millionaire. Expansive after a bout with the local squeezings, Brannan arose to tell a banquet he would make the little hot-springs the Saratoga of California. Somehow it came out "Calistoga of Sarafornia," and thus it remained. Geysers, mudbaths and the annual Sam Brannan Days whiskerino make Calistoga fun

Now the wine-minded traveler may retrace his steps, or he may elect to take the road west to Santa Rosa, past the famous Petrified Forest, fossil redwoods imprisoned in stone a million years ago by volcanic eruptions. Or he may go north, to lovely Clear Lake, or through the Alexander Valley, to join Highway 101 at Geyserville.

A few miles north, still on "101" is Asti, founded in the 1880's by Italian immigrants, and home of Italian Swiss Colony, one of the State's biggest and most modern wineries. More than 350,000 visitors sign Asti's guest-books annually, and here again are tasting-rooms and guided tours through the blocks of vats and warehouses.

From here, the motorist may head back down "101." Should the quest lead westward from Calistoga, or from "101," there's a champagne cellar, Korbel's, beside the Russian River near Rio Nido. Korbel recently expanded into the still-wine field. Its brick towers and its old-world look are worth a trip. Tours are at 1:30 and 2:30 p.m., Saturday through Thursday, except Mondays. Nearby is Armstrong Grove, an outstanding redwood State Park. In fact, all along the wine trail are outstanding scenic attractions, things to see and things to do.

Whatever the season, the Redwood Empire wine safari spells fun, for couples, for groups, for families.

FAMOUS WINERIES

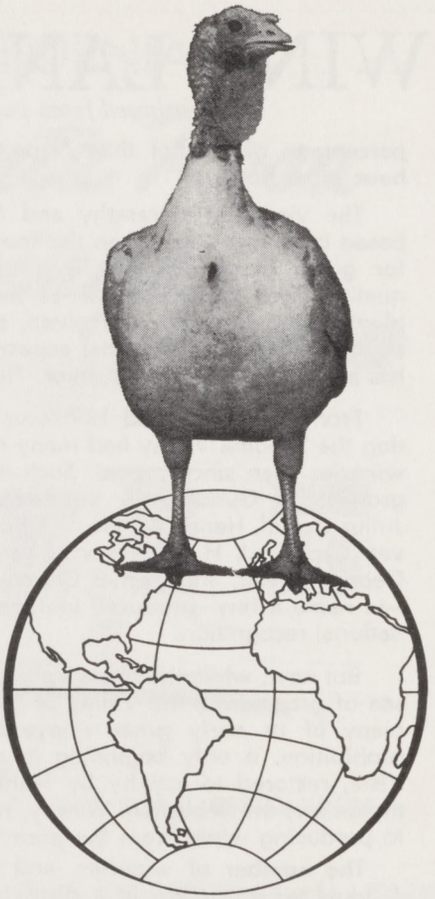
Louis Martini's Monte Rosso Vineyard in Napa Valley.

WINE COOKERY CHART

	FOODS	AMOUNT	WINES
SOUPS	Cream Soups	1 tsp. per serving	Sauterne† or Sherry
	Meat and Vegetable Soups	1 tsp. per serving	Burgundy* or Sherry
SAUCES	Cream Sauce and Variations	1 tbsp. per cup	Sherry or Sauterne†
	Brown Sauce and Variations	1 tbsp. per cup	Sherry or Burgundy*
	Tomato Sauce	1 tbsp. per cup	Sherry or Burgundy*
	Cheese Sauce	1 tbsp. per cup	Sherry or Sauterne†
	Dessert Sauces	1 tbsp. per cup	Port or Muscatel
MEATS	Pot Roast — Beef	¼ cup per lb.	Burgundy*
	Pot Roast — Lamb and Veal	¼ cup per lb.	Sauterne†
	Gravy for Roasts	2 tbsps. per cup	Burgundy*, Sauterne† or Sherry
	Stew — Beef	¼ cup per lb.	Burgundy*
	Stew — Lamb and Veal	¼ cup per lb.	Sauterne†
	Ham, Baked — Whole	2 cups (for basting)	Port or Muscatel
	Liver, Braised	¼ cup per lb.	Burgundy* or Sauterne†
	Kidneys, Braised	¼ cup per lb.	Sherry or Burgundy*
	Tongue, Boiled	½ cup per lb.	Burgundy*
FISH	Broiled, Baked or Poached	½ cup per lb.	Sauterne†
POULTRY & GAME	Chicken, Broiled or Saute	¼ cup per lb.	Sauterne† or Burgundy*
	Gravy for Roast or Fried Chicken and Turkey	2 tbsps. per cup	Sauterne†, Burgundy* or Sherry
	Chicken, Fricassee	¼ cup per lb.	Sauterne†
	Duck, Roast — Wild or Tame	¼ cup per lb.	Burgundy*
	Venison, Roast, Pot Roast or Stew	¼ cup per lb.	Burgundy*
	Pheasant, Roast or Saute	¼ cup per lb.	Sauterne†, Burgundy* or Sherry
FRUIT	Cups and Compotes	1 tbsp. per serving	Port, Muscatel, Sherry, Rosé Sauterne† or Burgundy*

*Or California Claret, Zinfandel or other red dinner wine

†Or California Riesling, Chablis or other white dinner wine



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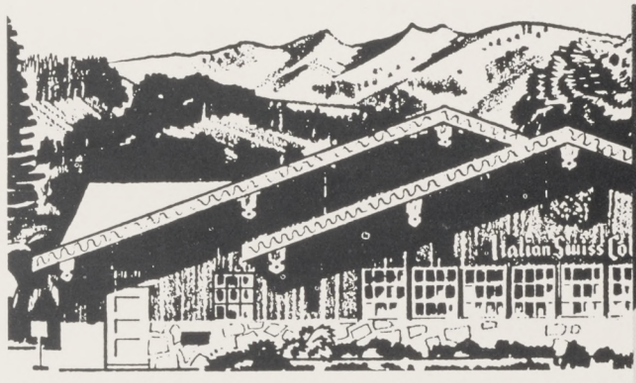

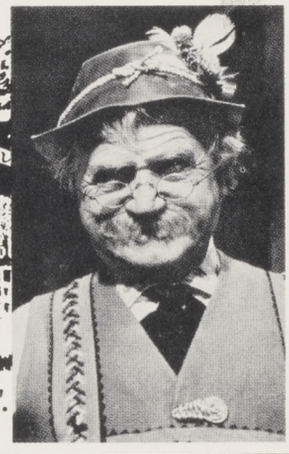

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